

1 1. In a computer system connectable to a computer network, a method comprising:  
2 (a) maintaining in a memory data defining a greeting card and any modifications  
3 thereto;  
4 (b) printing the greeting card in conjunction with any modifications thereto;  
5 (c) printing readable data on the greeting card; and  
6 (d) generating from the readable data printed on the greeting card any of a  
7 shipping label or an intermediate label useable to help match the printed greeting card  
8 with another item.

1 2. The method of claim 1 wherein the intermediate label comprises a packing list  
2 identifying at least one item to be shipped in conjunction with the printed greeting card.

1 3. A computer program product for use with a computer system operatively coupled  
2 to a computer network comprises a computer usable medium having program code  
3 embodied thereon, the program code comprising:

4 (a) program code for maintaining in a memory data defining a greeting card and  
5 any modifications thereto;

6 (b) program code for printing the greeting card in conjunction with any  
7 modifications thereto;

8 (c) program code for printing readable data on the greeting card; and

9 (d) program code for generating from the readable data printed on the greeting  
10 card a document useable to help match the printed greeting card with another item.

1 4. The computer program product of claim 3 wherein the document comprises a  
2 packing list identifying at least one item to be shipped in conjunction with the printed  
3 greeting card.

1 5. The computer program product of claim 1 wherein the document comprises a  
2 shipping label identifying a destination of the printed greeting card.

1 6. In a computer system connectable to a computer network, a method comprising:  
2 (a) providing a printed personalized greeting card having readable data printed  
3 thereon;  
4 (b) reading the reference data from the greeting card;  
5 (c) using the read data to access in memory data defining any of a greeting card  
6 destination address, SKU, and lot number identifying a gift with which the personalized  
7 greeting card will be shipped;  
8 (d) generating a label from the accessed data in memory.

1 7. The method of claim 6 wherein the label comprises a packing list identifying at  
2 least one item to be shipped in conjunction with the printed greeting card.

1 8. The method of claim 6 wherein the label comprises a shipping label identifying a  
2 destination of the printed greeting card.

1 9. The computer system of claim 6 wherein the reference data comprises a bar  
2 code identifying any of a destination address, SKU and lot number of a gift to be  
3 shipped with the greeting card.

1 10. The method of claim 6 further comprising:  
2 (e) maintaining in memory data presenting any of a SKU, lot number identifying a  
3 gift with which the personalized greeting card will be matched, and a destination  
4 shipping address.

1 11. A computer system connectable to a computer network comprising:  
2 (a) a processor;

3 (b) a memory coupled to the processor for storing data defining a card and any  
4 modifications thereto;

5 (c) a printer coupled to the processor and memory for printing the card in  
6 conjunction with any modifications, and readable reference data thereon; and

7 (d) program logic configured to read the reference data.

1 12. The computer system of claim 11 wherein the reference data is direct source of  
2 information for generating a shipping label containing at least a destination address to  
3 which the card will be sent.

1 13. The computer system of claim 11 wherein the reference data is usable to access  
2 a file containing the information for generating a shipping label containing at least a  
3 destination address to which the card will be sent.

1 14. The computer system of claim 11 wherein the reference data is a source of  
2 information for generating an intermediate label used for matching at least one item to  
3 be shipped with the card.

1 15. The computer system of claim 11 wherein the reference data is a source of  
2 information for generating any of a gift card, envelop and gift certificate to be shipped  
3 with the card.

1 16. In a computer system connectable to a computer network, a method comprising:  
2 (a) maintaining in a memory data defining a greeting card and any modifications  
3 thereto;

4 (b) printing the data defining a greeting card and any modifications on paper  
5 stock to make an  $n$  panel greeting card, where  $n$  is greater than two;

6 (c) printing readable data on one of the  $n$  panels of the greeting card, the  
7 readable data comprising data identifying a product with which the greeting card will be  
8 matched, and a destination shipping address.

1 17. In a computer system connectable to a computer network, a method comprising:

2 (a) maintaining in a memory data identifying one of a plurality of document  
3 templates and any personalization modifications thereto;

4 (b) printing a personalized document comprising the document template in  
5 conjunction with any personalization modifications thereto; and

6 (c) printing a data reference on the personalized document.

1 18. The method of claim 17 further comprising:

2 (d) maintaining in memory data presenting any of data identifying a product  
3 with which the personalized document will be matched, and a destination shipping  
4 address.

1 19. The method of claim 17 wherein the reference data comprises a bar code  
2 identifying any of a destination address, SKU and lot number of another product to be  
3 shipped with the personalized document.

1 20. The method of claim 17 further comprising:

2 (d) generating from the reference data printed on the document any of a shipping  
3 label, envelop or an intermediate label useable to help match the document with  
4 another product .

1 21. The method of claim 17 wherein the reference data comprises any of a  
2 destination address, SKU and packing list of at least one product to be shipped with the  
3 document.

1 22. The method of claim 17 wherein the plurality of document templates comprise  
2 any of greeting cards, promotional advertisements, and catalogs.

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